

## About the Bates ExPI™ Assessment

The Bates ExPI™ is the first and only research based, scientifically validated assessment to measure executive presence and influence. The Bates ExPI™ multi-rater assessment gives leaders an in-depth analysis of their ability to influence business outcomes. The assessment is a powerful foundational tool for coaching and development plans. Bates ExPI™ feedback helps leaders build the presence and influence necessary for mobilizing teams, driving strategy, and making an impact. Organizations use the tool to develop current and future leaders and guide strong succession plans.

The Bates ExPI™ focuses on the three dimensions of executive presence outlined by the Bates model - Character, Substance, and Style. Individual rating scales measure 15 distinct facets and 90 specific behaviors proven by our research to be directly related to a leader's ability to influence. Perceptions of important stakeholders - peers, direct reports, and managers - are compared with the leader's self-perceptions in order to identify strengths, needs, and gaps. Once the results are tabulated, the leader receives an in-depth ExPI™ Feedback Report and User guide and an individualized insight session with a Bates-certified coach.

*"I've never seen an assessment that defines executive presence with such depth and precision. It's opened my eyes to how a high potential can be developed into an influential leader. I can also see how it actually complements other leadership assessments."*

SVP of Executive Development,  
Fortune 500 Global Technology Company

## The Bates ExPI™ model of executive presence

Character	Substance	Style
Authenticity Real, transparent	Practical Wisdom Insightful, relevant	Demeanor Engaging, tactful
Integrity Ethical, reliable	Confidence Decisive, open to dissent	Intentionality Tactical, focused
Concern Caring, development	Composure Steady in a crisis	Inclusiveness Involving, empowering
Restraint Deliberate, calm	Resonance Attuned to others	Interactivity Accessible, attentive
Humility Open, self-aware	Vision Strategic, inspiring	Assertiveness Vocal, constructive

## Benefits and Outcomes

### Assessment Outcomes

The Bates ExPI™ assessment provides leaders with data to measure what matters when it comes to delivering business results. Through the assessment and insights, leaders will:

- Gain a unique data set of your strengths and development areas, based on the 360 assessment
- Develop a strong understanding of what qualities matter most in developing strong executive presence
- Learn how your executive presence is tied to delivering business results
- Acquire a clear-eyed view of how others see your strengths and ways to leverage them
- Uncover insights to address your gaps to be a more effective leader
- Understand how executive presence enables you to engage, align, inspire and move people to act

### Business Outcomes

Building on the knowledge and insight gained from the assessment, leaders will be able to increase their influence and effectiveness and deliver on business challenges, including:

- Win-buy in, influence actions, build support for strategic initiatives
- Accelerate change, drive innovation, or execute major initiatives
- Build your capability to deliver on growth and lead innovation
- Make difficult goals seem exciting and attainable to inspire above and beyond performance from your team
- Elevate your impact and influence on enterprise results
- Communicate less technically with a big picture and enterprise focus
- Fast-track your transition into new roles, new responsibilities
- Develop higher EQ, listening skills and ability to read the room

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